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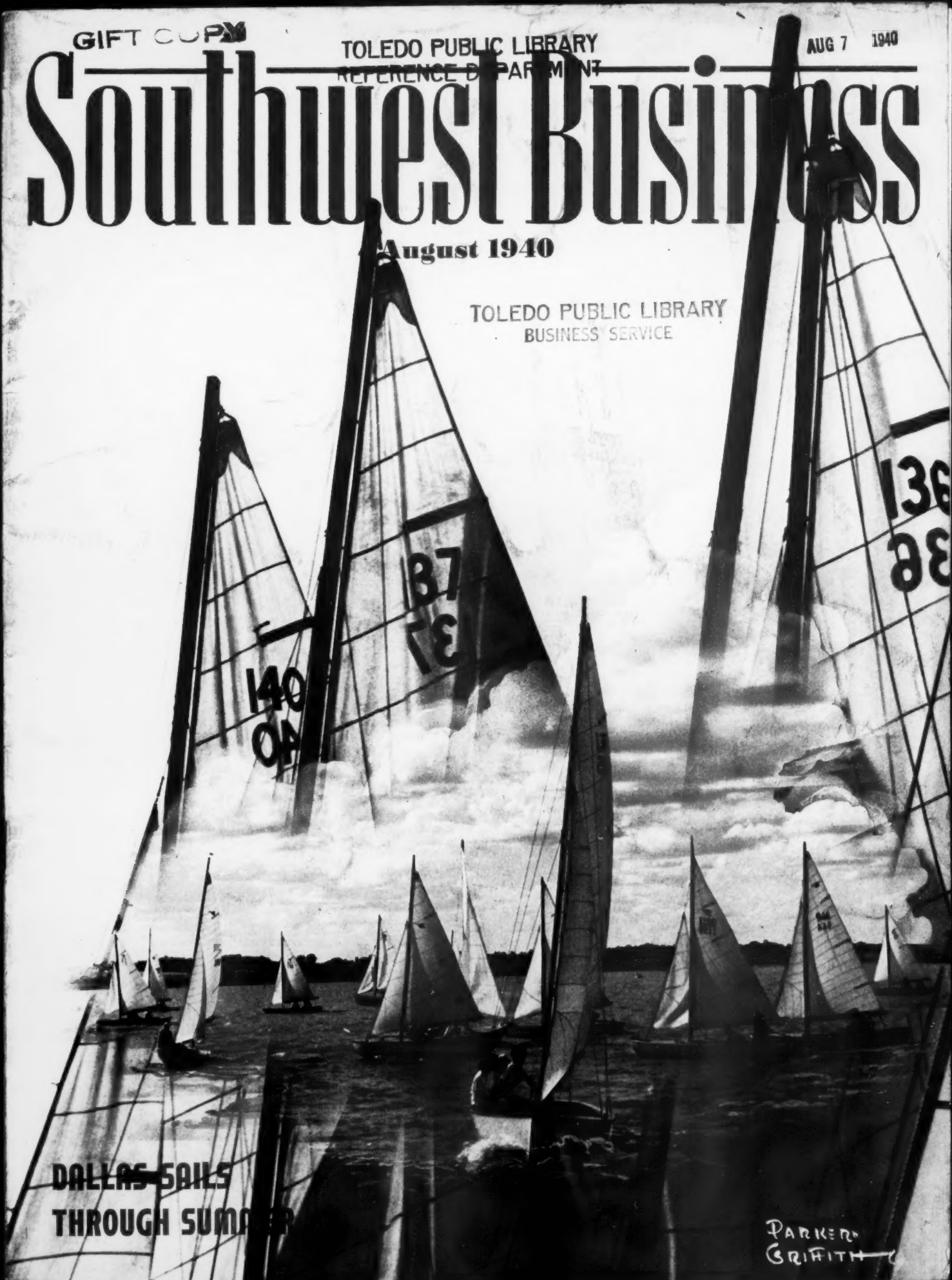
Southwest Business

August 1940

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BUSINESS SERVICE

DALLAS SAILS
THROUGH SUMMER

PARKER
GRIFFITH



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IT'S FORD FOR ECONOMY!

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Built in Texas by Texas Workers

FORD V-8 TRUCKS

AND COMMERCIAL CARS

Southwest Business

VOLUME 19

AUGUST, 1940

NUMBER 8

Established in 1922 by the Dallas Chamber of Commerce in the interest of the Southwest.

ANDREW DeSHONG, Editor

EARL Y. BATEMAN, Manager

Dallas Sails Through Summer

Southwest Business' front cover photograph of the sailboat fleet at White Rock Lake is typical of summertime in Dallas: Outdoor sports in Dallas' parks and lakes occupy leisure hours; an ever-increasing number of air cooling installations in homes, offices, stores and factories bring summer comfort during the remainder of the day. By actual census of the National Park Service, Dallas' White Rock Lake is the most popular metropolitan or state park in the Southwest.

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NATHAN ADAMS
The financial interests of the Southwest and Dallas recognize the importance of manufacturing in the progress of this area.



C. F. O'DONNELL
The progress of manufacturing together with its leadership has been of untold benefit to Dallas and the Southwest.



JOHN W. CARPENTER
Manufacturing's ever increasing payrolls has been an important factor in the growth and development of the Southwest and Dallas.



W. R. BURNS
Manufacturing's leadership in the industrial expansion of the Southwest and Dallas has been an important factor in its growth.



D. A. LITTLE
Manufacturing with its payrolls has made the Southwest and Dallas a bright spot on the nation's map.

Forward in Forty

DALLAS...THE SOUTHWEST'S MANUFACTURING CENTER

Those who know the causes and reasons for the growth of great cities say that three factors are the most important in the growth of any great American metropolis. These are: Adequate and economical transportation, manufacturing, and the necessity for a great, rich country immediately surrounding the city.

Dallas, of course, has all three factors to a marked degree.

Early in its history, the city realized its position as the center of a great agricultural area and developed transportation and terminal facilities to accommodate it.

Now, in the last two decades there has been a not-to-be-denied movement towards industrialization that is rapidly sweeping Dallas into the half-million population class.

Fortunately for this city, the necessity for bringing manufactories here was realized by many of its moving spirits. In fact, their faith in this city brought about the highly-successful Industrial Dallas Campaign, which has been more than a little responsible for the impressive growth of the city during the past ten or fifteen years. The impetus received from that campaign is now continuing in full effect, and just what it means to Dallas was recently shown in a remarkable way when the announcement was made at a Chamber of Commerce meeting for that purpose that five great national institutions were establishing plants here to cost more than ten million dollars and to employ hundreds of Dallas people.

Dallas' earliest manufactories, of course, had to do with the processing of its agricultural products. Later, however, came both large and small manufactories, attracted by the remarkable market situated around Dallas and by the availability of natural gas and the materials necessary for manufacturing.

Perhaps the most outstanding development of the past twenty-five years has been the growth of the clothing industries, this growth already having reached such a mark in its forward march that Dallas is easily the leader in the entire Southwest as the jobbing center for these industrial products.

The range of the city's manufactories is now almost amazing, and it is hardly possible to mention a manufactured product that is not now being made—or at least assembled—in Dallas.

It is also true that hardly a single great national manufacturing firm does not have a large branch office or factory in Dallas, from which the entire Southwest is supplied.

Manufactured products of the state had grown from \$92,000,000 in 1900 to \$979,000,000 in 1923, and latest available figures show that the manufacturing industry now amounts annually close to \$2,000,000,000, including, of course, the manufacture of supplies necessary for the production of oil and the consequent preparation of oil products for the market.

My prediction is that the industrialization of Dallas and the growth of its manufactories will continue at an amazing rate at least until 1950. If they do, we can expect a Dallas of more than one-half million people. And in the development of that Dallas, manufacturers, of course, will have played their great part.



J. B. Fleming

Southwest Business

Volume 19, No. 8

Published by the Dallas Chamber of Commerce

August, 1940

Census Totals

COMPLETE census reports on Texas counties and cities are not yet available, but Southwest Business here publishes all of the county population totals which the Bureau of the Census has thus far released.

In an early issue, as soon as the data can be obtained from the Bureau of the Census, Southwest Business intends to publish the population totals of all Texas counties, and of all Texas cities having a 1940 population of 2,500 or more. It will also publish, as soon as they are available,

the Census of Business and Manufactures reports on Dallas and other Texas cities, and on the Southwestern states.

There follows a partial list of Texas counties, with the 1940 preliminary population totals as released by the Bureau of the Census:

TEXAS COUNTIES		
County	1940	1930
Andrews	86,311	53,120
Bandera	4,233	3,784

Briscoe	4,056	5,590
Bowie	50,244	48,563
Burnet	10,750	10,355
Brewster	6,456	6,624
Brown	25,917	26,382
Butler	55,896	46,080
Childress	12,147	16,044
Crosby	10,050	11,023
Carson	6,563	7,745
Collingsworth	10,328	14,461
Coke	4,590	5,253
Concho	6,191	7,645

Continued on Page 11

Precinct Totals Announced

DALLAS County's Justice Precincts 1 and 7, with a combined 1940 population of 348,883, each showed a gain of 20.1 per cent over the 1930 population totals.

Most of Dallas east of the Trinity River lies within Justice Precinct 1, which has a population of 250,570. Most of Dallas west of the river lies within Justice Precinct 7, which has a population of 98,313. Both precincts showed almost identically the same percentage gain over the 1930 population totals.

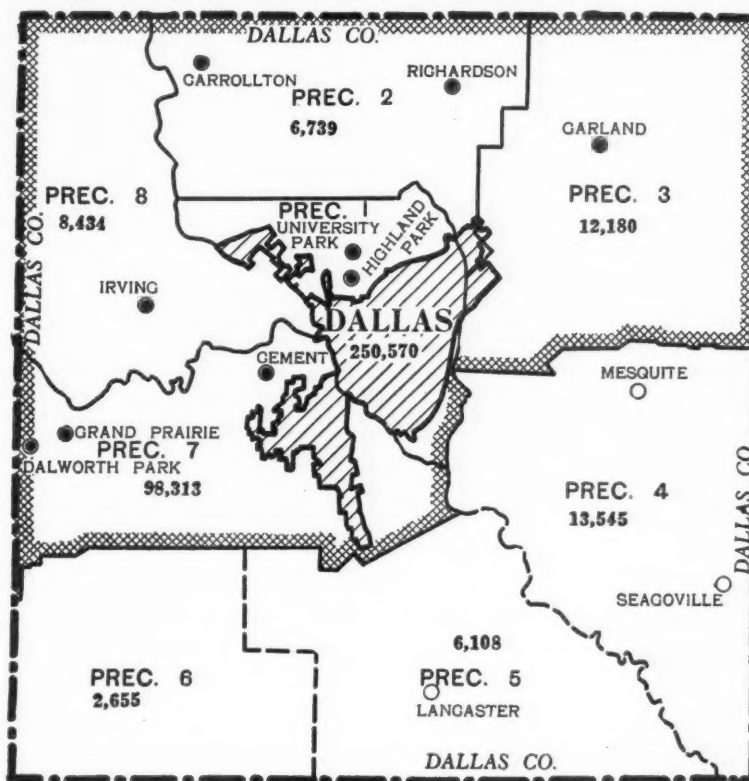
Precinct population totals in Dallas County, released by District Census Supervisor Herbert W. Whisenant, are as follows:

Precinct	1940 Population	1930 Population
1	250,570	208,504
2	6,739	5,115
3	12,180	8,843
4	13,545	7,626
5	6,108	5,802
6	2,655	2,604
7	98,313	81,957
8	8,434	5,339
	398,049	

Dallas County's total population, announced in the July issue of Southwest Business, is 398,049. If the Dallas Metropolitan Area is defined on the same basis as in 1930, a metropolitan area population total of 389,286 is assured for Dallas. The City of Dallas total was 293,306. The seven other, separately incorporated cities within Dallas—all contiguous—bring the population total to 320,726. The Dallas

Chamber of Commerce has estimated that the large unincorporated areas within Dallas which receive toll-free telephone service from the Dallas exchanges, would

bring this total to 360,212—and the Chamber of Commerce regards this as the "complete Dallas" population total, disregarding all artificial boundaries and including what is properly contiguous city development.



Dallas County, showing Justice Precincts, and 1940 precinct population totals.



Dallas' Main Street, about the time that the young city began to feel its metropolitan responsibilities. The Kirby Building at Main and Akard Streets is shown under construction.

DALLAS began to have metropolitan aspirations in the 1880's and by 1890 had begun to think of itself in consciously metropolitan terms. It was not until about 1910, however, that the city really awakened to the responsibilities and problems entailed by the status it was attaining. In this year it deliberately subjected itself to the critical, scientific scrutiny of a city-planning expert and began to consider the future as well as the present.

Far-sighted citizens saw that for all Dallas' growth in population, commerce, and industry, multiplying railroads, interurbans, and long distance telephones, and maturing culture and social life, its streets north and south of the three principal downtown thoroughfares were a choked and crazy pattern determined by the meanderings of earlier Indian and buffalo trails. They perceived that the Texas & Pacific Railroad tracks ran through the heart of the city like a barricade, blocking all growth of the business section north of Pacific Avenue, and that the multiplicity of railroad stations and terminal tracks deprived the city of land vitally needed for industrial and commercial expansion.

They realized, finally, that as long as the Trinity flowed uncontrolled between Oak Cliff and Dallas proper the city was a divided community, its halves separated by an unsightly mile of brush and

mud flats that could in a few days become a dangerous sea of churning waters disrupting communication and threatening business and residence property on both sides of the river. Then, too, the motor age was dawning and with it problems of traffic control beyond anything

mand for a city plan, and in January, 1910, the Chamber of Commerce set its seal of approval on the idea. The Dallas City Plan and Improvement League was organized a short time later and induced the city commissioners and park board to employ George E. Kessler to prepare the plan that has provided the basic chart for Dallas' growth during the past thirty years.

Kessler's original plan included among its more important recommendations the unification of the various passenger terminals in the city, the leveeing of the Trinity for flood control, the opening and widening of a number of downtown streets, the removal of the Texas & Pacific tracks from Pacific Avenue, and the creation of a system of parks and parkways. Though this plan was not officially adopted by the city until 1919 — when the charter was amended to make provision for it and a city plan commission appointed to consider ways and means of putting a complete program into effect — united civic enterprise had worked out a number of its features before this time. One of the first was the completion in 1916 of Dallas' \$5,000,000 Union Terminal Passenger Station following several years of negotiations with the railroads; this aided in removing a large part of the network of tracks from the downtown area. The city's rail facilities were later further concentrated by the construction of a belt line railway and the relocation of freight terminals in places where they would interfere least with the free flow of traffic.

At about the same time the Union Terminal was built, a movement was started for the elimination of the railway tracks

PLANNED METROPOLIS

1910-1940

Part IV of a New History of Dallas

Prepared by Workers of the Dallas Unit, Writers' Program, Work Projects Administration in Texas

imagined by previous generations. The first automobile had appeared on the streets of Dallas in the 1890's, and by 1912 the city ranked first among municipalities of its size in the use of this new mode of transportation, having a total registration of 2,944 motor cars.

Taking cognizance of these conditions, the *Dallas Morning News* raised the de-

mand on Pacific Avenue, but their actual removal did not occur until 1923, after prolonged litigation that finally reached the United States Supreme Court. Some downtown streets were opened and widened after 1919; and by 1925 the effects of city planning were visible in widened and extended streets downtown and in boulevards and parkways in residential areas, such as the two scenic drives encircling Oak Cliff, known as Inner and Outer Kessler Boulevards.

Also contributing to a planned city during the decade from 1910 to 1920 was the Houston Street Viaduct. It antedated Kessler's plan, having been conceived after the disastrous flood of 1908, and was suggested to G. B. Dealey, publisher of the *Dallas Morning News* by a concrete causeway in Kansas City. The viaduct was begun in the autumn of 1910 and was officially opened on February 22,

1912, being acclaimed at the time as the longest concrete bridge in the world. Its construction made possible continuous trans-Trinity transit regardless of the river stage, and it thus constituted a long step forward in knitting together the divided city.

These vigorous efforts at city planning came none too soon, as may be seen by Dallas' growth during the years immediately preceding and following the World War. In 1910 the city had a population of 92,104; by 1920 its population had increased to 158,976, and five years later it was estimated that there were 264,534 people living within the metropolitan area. On September 11, 1911, Elm Street, on which 110 lamp posts had been installed, blazed into light as the "great white way of the Southwest." Soon afterwards, in 1912, the first of Dallas' present-day skyscrapers began to push their way up through the old three, four, five and six-story business blocks of the early 1900's, dwarfing the 14-story Praetorian Building that only a few years earlier had stood out as the architectural wonder of its time. A new city cut to a new and different pattern was emerging.

Among other downtown structures, costing together more than \$5,000,000, the first unit of the Adolphus Hotel, 21 stories in height and erected by the Anheuser-Busch interests at a cost of more than \$1,000,000, arose to overshadow the fading luxury of the old Oriental Hotel across the street and the newer Southland Hotel which for a few years had held the position of the city's most modern hostelry. The Commonwealth Bank Building (now Fidelity Building) and the Southwestern Life Building were notable among the office buildings constructed about the same time. The old jail at the eastern end of the Houston Street Viaduct was dismantled in 1913 to clear the ground for



The 1916 Preparedness Parade was one of the greatest processions in Dallas' history. The procession shown above is passing down Main, between Stone and Akard Streets. Below: Downtown Dallas in 1940, an unusual night view photographed from the top of the Medical Arts Building (Copyright, Lloyd M. Long).

the new Union Terminal, and the present nine-story Criminal Courts Building at Main and Houston Streets arose the same year. The Scottish Rite Temple, one of the finest fraternal buildings in the Southwest, which had been under construction ever since 1907, was completed and dedicated April 21, 1913. In 1914 the city officials, after bivouacking for a time in an old residence on the north side of Commerce Street, between St. Paul and Harwood Streets, moved into the five-story, block-long Municipal Building they occupy today.

Another wave of building reached the city immediately after the World War,

in 1918 and 1919. In the latter year building permits soared to the unprecedented figure of \$13,700,000. The American Exchange Bank (now First National Bank) was completed shortly after the Armistice, and work was begun about the same time on the 29-story Magnolia Building, whose neon sign with its flying red horse is still the loftiest point in the City of Dallas. The main unit of the Medical Arts Building followed in 1923, its bold functional design attracting widespread attention. The rest of Dallas' present-day skyline was filled in for the main part during a third wave of building extending from 1924 to 1926, when





A crowd of Dallasites which gathered in front of the Chamber of Commerce for a goodwill trip some twenty years ago. At that time the Chamber of Commerce offices were in what is now the Southland Life Building at Commerce and Browder Streets.

the Lone Star Gas Company Building, the Republic Bank Building, the Thomas Building, the Cotton Exchange Building, the Dallas Athletic Club Building, the Hilton Hotel (now White-Plaza) and the Santa Fe Building, with its four units, penthouse, and underground freight yards, were constructed.

Changes were also occurring in the residential sections of the city, which were expanding in all directions. New neighborhoods, many of them planned and restricted, developed rapidly, and two self-governing suburban cities had come into existence by the mid-1920's.

Highland Park, the first completely planned city in the Southwest, was developed by J. S. Armstrong and opened as a restricted suburb in 1907; it was incorporated in 1913. A sister suburb, University Park, grew up around South-

ern Methodist University after the war and was incorporated in 1924.

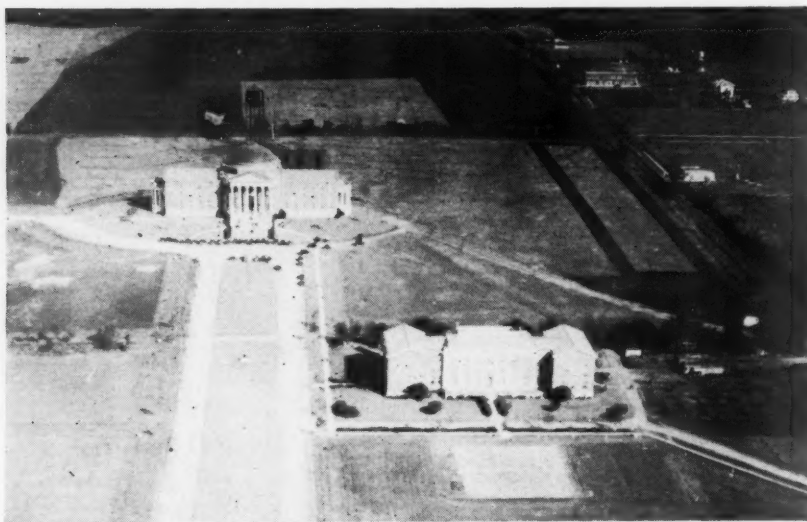
As the new metropolitan city emerged, the old city that Dallasites had so proudly hailed around the turn of the century faded from view and long-familiar landmarks disappeared one by one. The Oriental Hotel closed its doors in 1924 and was torn down soon afterwards to make way for the Baker Hotel; while the old Opera House on the corner of Main and St. Paul Streets, dating from 1901, was dismantled at about the same time, and after the lapse of several years its plat became the site of Titcher-Goettinger's department store. Ornate mansions of other days, such as the old Sanger home at the corner of Ervay and Canton Streets where the Sanger Hotel now stands, gave way to modern apartment buildings or were degraded to cheap rooming houses.

The organization in 1923 of the Half-Century Club, composed of those who had lived in Dallas and its vicinity fifty years or more, was significant; the changes of the two preceding decades had been so swift and far-reaching that even the comparatively recent past was in danger of being forgotten altogether without some organized effort on the part of the old settlers in the county to preserve its history.

The years just before the World War were busy and exciting ones for Dallas. The Associated Advertising Clubs of America (later of the World), which held their national convention in Dallas in 1912, created a sensation by using automobiles exclusively in their parade. The Shriners' national convention in May, 1913, filled the city with the blare of brass bands and the flash of bright oriental uniforms. The crusading spirit of the early Wilsonian era found expression in the abolition in November, 1913, of Dallas' "red light district," located north of McKinney Avenue in what is now Little Mexico, and the first Mexicans began to arrive in the city and settle in this area a year or so later. In 1913 there also occurred the most mysterious crime in the city's history—the brutal slaying of the 27-year-old stenographer, Florence Brown, in a downtown office in broad daylight; despite numerous sensational "confessions" the murder remains unsolved to this day. In 1914 the Federal Reserve Banking Act signed by President Wilson the previous year gave to Dallas one of the twelve regional banks created by the act, making the city the undisputed financial capital of the Southwest.

When the war broke out in Europe in August, 1914, and caught Texas with the second largest cotton crop in its history, prices broke disastrously and Dallas

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Southern Methodist University looked like this when it opened its doors for the first session in 1915. Dallas Hall is above, center, and Atkins Hall below, right. Note the "wide open spaces" back of the university—an area which is now filled with homes.

Eighty New Members

EIGHTY new members have been added to the roster of the Dallas Chamber of Commerce since the list published in the June issue of Southwest Business, Chairman Harry S. Moss of the membership committee has announced.

The following are the firms and individuals which have joined the Chamber during the last two months. In several instances, numerals in parentheses indicate the number of multiple memberships for which those firms have subscribed.

George H. Abbott, Santa Fe Building, George H. Abbott.

Adolphus Garage, 1326 Commerce Street, J. R. Bower.

Advertisers Distributing Service, 611 S. Harwood, Howard Clark, Jr.

Aetna Loan Co., 330 Wilson Building, Miss Pat Patterson.

Max Ahlfinger Dallas Distilled Water Co., 2513 Dawson St.

All American Bus Lines, 1001 Commerce Street, D. C. Jacobsen.

American Exchange Finance Co., 1213 Main St., Theodore Copeland, Jr.

Harold Anderson Sheet Metal Works, 5009 Miller, Harold Anderson.

Avalawn Cleaners, 3923 Cedar Springs, W. L. Smith.

R. N. Barr, care Electrolux Co., Allen Building, R. N. Barr.

Blessing & Fuller Mill & Lumber, 5013 Miller, W. L. Fuller.

Roy Brown & Sons, 606 N. Field St., Roy Brown.

Buell Lumber & Mfg. Co. (2) 731 N. Hawkins St., Pat Buell.

Building Maintenance Service, 810 S. St. Paul, Ed Lambert.

N. E. Busby & Co., Love Field, N. E. Busby.

Byrne College and School of Commerce, 1708½ Commerce Street, H. C. Byrne.

Caruth-Lawther Insurance Agency, 925 Liberty Bank Building, Lynn V. Lawther.

Classified Parking System (4), 1707 Pacific, Homer J. Rader, J. Paul Jones.

Coats & Burchard Co., Dallas National Bank Bldg., Norval D. Smith.

H. A. Cole, 2011½ Jackson, H. A. Cole.

Columbia Lessors, Inc., Insurance Building, Kenneth O. Campbell.

Cramer & Co., 4319 Main Street, R. Cramer.

Cullum & Harris, Southwestern Life Bldg., J. D. Cullum.

Dallas Engineering Co., Inc., 1115 Hall, Melvin J. Jackson.

Dallas Machine & Welding Works, 2006-14 Industrial Blvd., Raymond Jones.

Dallas Sure Start Battery Service, 715 N. Ervay Street, R. G. Ellis.

Direct Loan Co., Allen Building, A. J. Goodman.

Equality Paper Box Co., 2013 Federal Street, John W. Taylor.

General Lumber Co., 5940 Holmes St., R. Williams.

Gentry Finance Co., Allen Building, LeRoy Gentry.

V. B. Gilman, 1408 Main St., care T. & P., V. B. Gilman.

Gray Loan Co., 1915½ Main Street, H. C. Gray.

David T. Haines DeVry Agency, 306 S. Pearl Street, David T. Haines.

Tex Harvey Oil Co., (2) Great National Life Bldg., Arthur Harvey and J. F. Gibbon.

Herber Bros., 408 S. Harwood St., Ernest Herber.

Hertz Advertising Mfg. Co., (2) 418½ St. Paul, L. A. Hertz.

Hudson Flying Club, Love Field Hangar No. 4, J. A. Hudson.

Hygienic Products Co. (2), 703 Mercantile Building, L. B. Bruton, A. M. Whaley.

Kleen-Air of Texas, 1918 Canton, John McCormick.

P. E. Leake, Praetorian Building, J. M. Ellington.

Phil Levin & Son, 911 Commerce, Phil Levin.

Liberty Acceptance Co., Gulf States Building, J. R. Goodrum.

Miller - Bryant - Pierce, 1307 Pacific Ave., H. J. Garrett, Jr.

Mister Buster's Studio, 2923 N. Henderson, T. L. Morehead.

Modern Finance Co., 205 S. Ervay, W. H. Simmons.

Motor Credit Corporation of Dallas, 2023 Ross Avenue, H. M. Jannette.

Nash-Severtson Motor Co., 2210 Pacific Ave., Frank Williamson.

National Old Line Mutual Life Ins. Co., Wilson Bldg., W. Otis Wilkinson.

Nelms Wholesale Co., 1705 Forest Avenue, O. L. Nelms.

Norman - Young, Inc., 2101 Pacific Ave., J. H. Norman.

Old Texas Life Insurance Co., Republic Bank Building, J. A. Jennings.

Ed C. Oliver & Son, Insurance Building, Ed C. Oliver.

Orand Buick Co. (3), 2108 Cedar Springs, J. B. Orand.

J. C. Penney Co., Inc., 1917 Greenville Ave., R. W. Denton.

Republic Engineering Co., Republic Bank Bldg., W. C. Walls.

Ring & Brewer, Inc., 1803 Elm Street, William B. Ring.

Rogers Printing Co., 1717 Wood St., William Rogers.

Leon Rudberg Jewelry Co., Allen Bldg., Leon Rudberg.

T. C. Ruhling Co., Burt Bldg., T. C. Ruhling.

Fred B. Russell Agency, Republic Bank Bldg., Fred B. Russell.

San Andres Production Co., Gulf States Bldg., H. Myers.

Savoy Hotel, 1908 Commerce Street, Maurice G. Hyams.

Sound Recording Studios, 2016 Main St., Rex V. Lentz.

E. B. Stroud, Federal Reserve Bank, E. B. Stroud.

Sun Loan Co., Andrews Bldg., Grace Wheeler.

Terrell & Co., Gulf States Building, E. D. Caldwell.

Texas Office Furniture Co., 2020 Main St., B. B. Webb.

Texas Wholesale Grocery, 2411 Swiss Ave., Lee Hall.

Charles A. Tosch, Court House, Charles A. Tosch.

Vent-A-Hood Co., 2808 Commerce, B. Sonntag.

John H. Webberley, 109 Field, care Frisco R. R., John H. Webberley.

M. J. Whitfield, 2635 Commerce, M. J. Whitfield.

Williams Printery, 405 Ann Street, Noah Williams.

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Dallas Will Entertain Independent Oil Men

DALLAS oil men last month began intensive committee work in preparation for the eleventh annual convention of the Independent Petroleum Association of America, to be held in Dallas during the State Fair of Texas, October 16, 17 and 18.

The largest meeting of independent oil men in the history of the business is the goal of association officials and the local arrangements committee, of which C. A. Lester is chairman. The eleven local committees, whose chairmen comprise Mr. Lester's general arrangements committee, have already started work. Haynes Ownby is vice chairman.

An intensive campaign has already been launched to advertise the convention to the more than 5,000 members of the Independent Petroleum Association, and to some 10,000 other independent oil men. With the attractions of the State Fair of Texas as a special convention feature, the arrangements committee hopes to have a record-breaking attendance of women at the meeting.

"The deciding factors in the action of members of the executive committee in bringing the 1940 annual meeting to Dallas were the enthusiasm of the local groups for holding the meeting here, and the necessity for this central location in order that we might bring to Dallas the largest gathering of independent oil men in the history of the business," Mr. Lester said.

"This large attendance is necessary because the whole question of Federal control, for and against, will be reviewed at this meeting. There are decisions to be made that are the most momentous since proration was devised."

Members of the general arrangements committee, of which Mr. Lester is chairman, are W. L. Pickens, John Cowden, William D. McBee, C. C. Hansen, E. DeGolyer, Harry S. Moss, Capt. J. F. Lucey, Jim Loftin, Russell McFarland, Burt Stoddard and Haynes Ownby.

Other committees for the convention, and their personnel, are:

Attendance: C. Arthur Lester, chairman; Bryan Payne, Louis Grellings, Al Buchanan, Winston P. Henry, Mills Bennett, C. A. Johnson, C. J. Dexter, C. H. Wright, C. A. Smith, Jr., E. B. Shawver, B. A. Hardey, A. R. Thompson, Art Frazier, John F. O'Donohoe, Warwick M. Downing, Ralph T. Zook and C. R. Noble.

Decorations: W. L. Pickens, chairman; C. P. Burton, Gordon Guiberson, H. B.

Lovejoy, Lucian Horn, Charles Pettit, E. L. Wilson, H. P. Taubman, and Summerfield Roberts.

Entertainment: John Cowden, chairman; Pete Butler, Al Guiberson, J. C. Karcher, Walter Lechner, Fred Murray, Jack Pew, Clyde Alexander, Ballard Burgher, Eric Schroeder, C. R. Rider, and William Wildes. Sub-committee on ladies' entertainment: William D. McBee, chairman; Ray E. Hubbard, Mrs. B. Penn, Edwin B. Cox, and O. J. Perren. Golf: C. C. Hansen, chairman; T. B. Cochran, Cliff Camp, E. L. Smith, Jr., and Walter W. Taylor.

Exhibits: E. DeGolyer, chairman; Eugene McDermott, Lewis W. MacNaughton, Adam Grafe, Roland Beers, L. B. Denning, Jr., and T. J. McGrath.

Finance: Harry Moss, chairman; Gene McElvaney, O. G. Lechlitter, R. L. Morgan, Harry Bass, Leon Russ, J. Ben Critz, Pete Wiggins, W. P. Luse, Grady Vaughn, John R. Black and Bob Walters.

General Reception: Capt. J. F. Lucey, chairman; E. H. Eddleman, D. W. Forbes, Christian C. Weichsel, Joe Lawther, Nathan Adams, R. L. Thornton, and E. L. Smith.

Hotel Reservations: Jim Loftin, chairman; Bruce Clardy, Dilworth Hager, Hayden Hudson, Harlan Ray, R. L. Foree and D. W. Carlton.

Program: Russell McFarland, chairman; Charles Lester, W. L. Pickens, John Cowden, Burt Stoddard, William D. McBee, E. Golyer, Harry Moss, J. F. Lucey, and Jim Loftin.

Publicity: Burt Stoddard, chairman; Kenneth C. Sclater, Ted W. Mayborn, Andrew DeShong, J. A. Hall, E. Paul Jones, and R. P. Brooks.

C. E. Buchner of Tulsa, executive manager of the I. P. A. A., is working closely with the Dallas committees on plans for the October convention here, and has made several trips to Dallas to check on progress of arrangements.

The University of Texas Bureau of Business Research reported that the index of employment in Texas for June, 1940, was 90.2, compared with 89.4 in June, 1939. It reported the payrolls index at 93.8 compared with 92.4 for June of last year. The composite index for Texas business was 97.9 compared to 94.6 for June, 1939, and 100.8 for May, 1940.

The Bureau of Business Research of the University of Texas reports that the index of farm cash income in Texas during June was down moderately from May, but was well above that of June, 1939.



C. A. LESTER
Chairman of the Arrangements Committee

R. B. George Announces New Lloyds Officials

R. B. George, president of Lloyds Guarantee Assurance of Dallas has announced that C. C. Hill has been appointed general manager and attorney-in-fact of the company. He also announced that L. H. Rogers has been appointed manager of the agency and engineering departments, and W. B. Brown manager of the recently organized claims department.

For the past 27 years Mr. Hill has been engaged in all branches of the insurance business, while Mr. Rogers has been associated with agency and engineering work for the past six years. Mr. Brown has been affiliated with the claims department of the Maryland Casualty Company for the past four years.

Lloyds Guarantee Assurance was organized July 1, 1938, under the laws of the State of Texas by Texas interests, the principal underwriter being R. B. George. The attorneys-in-fact are R. B. George, Oliver A. Fountain who is affiliated with the law firm of Chrestman, Brundidge, Fountain, Elliott & Bateman, and C. C. Hill. The company writes all forms of insurance with the exception of life, and specializes particularly in unusual coverages.

The company's offices have been moved from the Republic Bank Building to more spacious quarters in the Guardian Life Building, 1307 Pacific Avenue.

Texas Country Day School Completes \$75,000 Hall

TEXAS Country Day School for Boys in its new location on Preston Road just beyond suburban Preston Hollow is an educational institution whose reputation is growing with that of Dallas as the cultural center of the Southwest.

For the opening of the fall term, the new, modern, \$75,000 building which is to be known as Founders Hall will be completed. Standing in the center of a twenty-five acre campus and set back 800 feet from Preston Road, Founders Hall is of Williamsburg Colonial design. When plans for the school are carried out fully, broad driveways to the central red brick structure will be flanked with masters' homes and small dormitory units, with the gymnasium and playing fields in the open space to the east.

T. C. D. was started as a college preparatory school with the standards of the best boarding schools in the country in 1933 by Mr. and Mrs. Wirt Davis, Mrs. Robert R. Penn and Arthur L. Kramer.

With the advice of Miss Ela Hockaday and Mrs. M. B. Terrill, the group obtained the services of Kenneth M. Bouve, A.M., as the first headmaster. Mr. Bouve received his A.B. degree from Amherst College in 1920 and his Master's degree in French from Brown University in 1929. For ten years he had taught at Tabor Academy in Massachusetts and was Senior Master at that school when he was called to Dallas.

From fifteen boys in its first year to an enrollment of seventy, the school has developed quietly and unostentatiously, with high standards of scholarship maintained.

The College Entrance Examination Board tests are a part of the curriculum. In 1940, twenty-two college board examinations were taken with only one failure and three grades representing high honors won. T. C. D. graduates have all been admitted to colleges of their choice and the school now is represented at S. M. U., Rice Institute, University of Texas, Harvard, Yale, Princeton, Dartmouth, Williams, Amherst, Lehigh and several other state universities.

The first faculty included the headmaster, Richard C. Gurney, a Rhodes scholar; L. N. Nelson, and Miss Dora C. Delay. Mr. Bouve, Mr. Nelson and Miss Delay remain, and the faculty and staff now number ten. The school has been distinguished by a strong faculty from the beginning in line with its purpose of preparing boys for the leading universities of the country. Mr. and Mrs. Bouve have given their time and energy to the school

Founders Hall at Texas Country Day School

and entered into the civic and cultural development of Dallas since they came here seven years ago.

Incorporation not for profit was effected in 1934 and the first board of directors included Mr. Davis, Mrs. Penn, Mr. Kramer, Ira P. LeLoache, Hugo W. Schoellkopf and Mr. Bouve. Originally located at the corner of Preston Road and Walnut Hill Lane, the school was moved to its present location when new property was acquired and decision reached to construct the new buildings.

The present board of directors includes: Wirt Davis, chairman of the board of the Republic National Bank; Freeman W. Burford, president, East Texas Refining Company; Everett L. DeGolyer, geologist and distinguished professor at the University of Texas; the late Edwin B. Hopkins, president, Edwin B. Hopkins, Inc., and Kenneth M. Bouve, headmaster.

In its new Founders Hall home, T.C.D. will have class room accommodations for 150 boys. The boarding unit houses at the present time 35 out-of-town students and new dormitory units will bring that number to 75. This spring patrons and friends raised \$4,000 to equip the science laboratory, which now equals in facilities that of any similar institution in the Southwest.

The new library is being decorated and substantial additions are being made by the friends of Edwin B. Hopkins, who died on July 5. This room will be known as the Edwin B. Hopkins Memorial Library.

Already T. C. D. boarders have come from Fort Worth, Houston, Beaumont, Corpus Christi, Longview, Wichita Falls, San Antonio, Midland and Tulsa, while the main body of students continues to

enroll from Dallas. As in other preparatory schools of high scholastic standards, boys of unusual ability are considered for scholarships. At the present time, in line with the general desire to render national service in case of emergency, plans are being made to add courses in military science suitable for boys.

With a strong Texas flavor and tradition, and with educational standards unsurpassed in the East or any other section of the country, Texas Country Day School for Boys has earned an integral position in the educational and cultural life of Dallas and the Southwest.

Texas Counties

Continued from Page 5

Crane	2,755	2,221
Cottle	7,080	9,395
Caldwell	24,832	31,397
Crockett	2,811	2,590
Castro	4,625	4,720
Camp	10,280	10,063
Coleman	20,557	23,669
Dallam	6,489	7,830
Dallas	398,049	325,691
Deaf Smith	6,049	5,979
Dawson	15,350	13,573
Donley	7,498	10,262
Ector	14,903	3,958
Edwards	3,081	2,764
Frio	9,207	9,411
Floyd	10,655	12,409
Garza	5,668	5,558
Gregg	57,945	15,778
Gaines	8,114	2,800
Gray	23,847	22,090
Hansford	2,682	3,548
Hall	12,104	16,966
Hopkins	30,202	29,410
Harrison	50,889	48,937
Harris	529,479	359,328
Hemphill	4,161	4,637
Hays	15,353	14,915
Hutchinson	19,054	14,848
Howard	23,950	22,888
Hudspeth	3,139	3,728

Continued on Page 13



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DALLAS



.. FROM HIGH, FAR-SEEING PLACES ..

Down in the hurly-burly of the street, we often cannot clearly see the fact of change, but there are high, far-seeing places where the eye can trace the changes that have marked the progress and expansion of the city.

Growing with Dallas, the First National has contributed to the city's development by sound, constructive cooperation with its citizens and their business interests—always seeking the high, far-seeing places where perspective, coupled with experience, makes it possible to see the picture whole.

What changes are still to come to Dallas? No one can foretell, but momentous changes seem inevitable. To help you meet these changes as they come, to anticipate them, as far as possible, and to turn them to your advantage, the First National puts all its facilities at your disposal.

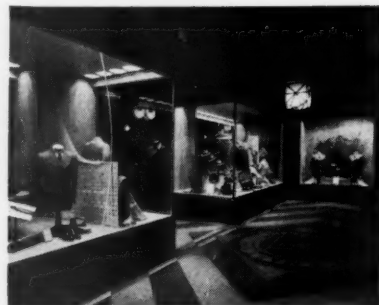
FIRST NATIONAL BANK

IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Men's Store Remodels Windows and Fixtures

Jas. K. Wilson's, men's clothing store at Main and Field Streets, recently remodeled its display window lobby and modernized fixtures throughout the store. The new window lobby is shown above. The remodeled front show windows of the store make it possible for the passer-by to see into the lobby and interior of



the store as well. The plate glass sections used in these windows are among the largest in Dallas. Hidden construction alone cost more than \$2,000; steel beams were installed to remove pressure from the pillars in the rear of the windows, in order to construct an all-glass corner. Dark walnut backgrounds in the windows were replaced with modernistic bleached walnut, and pebble weave carpets were installed.

Insurance Lecturer

Theo. P. Beasley, president of Republic National Life Insurance Company, has announced that B. N. Woodson, director of service and consultant of the Life Insurance Sales Research Bureau, will deliver a series of lectures the first two days of the company convention, to be held in Dallas, August 26, 27 and 28.

New Concern Offers File Storage Service

The Bonded File Storage Company was established recently at 2615 Elm Street, by R. B. Darmon. The company was established to provide a unique service to Dallas business: seldom-used files may be removed from expensive office space, and placed in bonded storage where they will still be accessible when needed.

A fireproof warehouse is maintained, with a modern sprinkler system as added protection. Files are under constant guardianship of either attendants or a watchman. Owners may enter their files at will, and no charge is made for this service. The company also furnishes runner service to its clients who desire it, providing prompt delivery of any portion of the files that may be needed.

Progress...not procrastination!

"1940 A Big National Year," we made this statement at the outset of 1940 because of definite plans in motion pointing to our biggest year . . . and now at the half way mark of 1940 we examine the past and look into the future to see what has and will happen.

During the first half of 1940 HOTEL WASHINGTON, "Your National Host in Our Nation's Capital," was added to the list of Affiliated National Hotels. Next the new HOTEL WADE HAMPTON opened with twenty thousand visitors acclaiming it a model of hotel perfection. Last but not least came the opening of beautiful JACK TAR COURT in Galveston, Texas.

Looking into the remainder of 1940, we see the completion of HOTEL ADMIRAL SEMMES November 15th. This will provide Mobile, Alabama, with a much-needed hostelry. The Home Office of the National Hotel Company has been greatly enlarged and will now take up an entire floor. With these and other plans too premature to announce, we reaffirm "1940 A Big National Year."

Progress . . . and not procrastination, in a presidential year attests to our faith in America's undaunted spirit of advancement . . . of stopping at nothing.

33 AFFILIATED NATIONAL HOTELS IN 10 STATES AND OUR NATION'S CAPITAL

In Washington, D.C. Hotel Washington

Columbia, S.C. HOTEL WADE HAMPTON

In Mobile, Ala. Hotel Admiral SEMMES

In GALVESTON, TEX. JACK TAR COURT

Affiliated NATIONAL HOTELS
"HOST TO THE NATION"

Texas Counties

Continued from Page 11

Kleberg	13,353	12,451
Kendall	5,075	4,970
Lee	12,745	13,390
Lynn	11,923	12,372
LaSalle	8,001	8,228
Lamb	17,615	17,452
Lipscomb	3,760	4,512
Lubbock	51,490	39,104
Lampasas	9,257	8,677
Llano	5,996	5,538
Mitchell	12,368	14,183
Moore	4,433	1,555
Maverick	10,369	6,120
Martin	5,558	5,785
Midland	11,719	8,005
Menard	4,514	4,447
Motley	4,995	6,812
Mills	7,946	8,293
McCulloch	13,216	13,883
Newton	13,696	12,524
Ochiltree	4,211	5,224
Potter	55,896	46,080
Presidio	10,851	10,154
Pecos	8,137	7,812
Parmer	5,879	5,869
Real	2,425	2,197
Runnels	18,907	21,821
Randall	7,183	7,071
Reeves	7,981	6,407
Rusk	51,008	32,484
Smith	69,020	53,123
Somerville	3,017	3,016
Swisher	6,488	7,343
Starr	13,305	11,409
Scurry	11,537	12,188
Sabine	10,880	11,998
San Saba	10,985	10,273
Tyler	11,922	11,448
Tom Green	39,296	36,033
Terrell	2,858	2,660
Terry	11,133	8,883
Upshur	26,165	22,297
Upton	4,271	5,968
Van Zandt	31,143	32,315
Ward	9,533	4,599
Winkler	6,178	6,784
Wheeler	12,385	15,555
Wood	24,365	24,183
Yoakum	5,303	1,263
Zavala	11,631	10,349
Zapata	3,916	2,867

992 Residential Units Under Construction

A total equivalent of 992 single family residential units was under construction in Dallas June 30, an increase of 42 over the total under construction June 30, 1939, according to the monthly report of the Dallas Power and Light Co.

For the first six months of 1940, Dallas paced its 1939 record of residential construction. A total equivalent of 2,085 single family residential units was completed from January 1 to June 30, 1940, compared with 1,932 in the corresponding six months of 1939.

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W. L. STARK, Manager



Supreme Advance Domino, one of the Herefords shown at the 1939 State Fair.

TEXAS' GREATEST LIVESTOCK SHOW

By E. PAUL JONES

LIVESTOCK has perhaps tied Texas closer together than any other phase of activity in this Empire State. The "dethronement" of "King Cotton" during these past few years, has made it imperative that Texas turn to livestock, and East Texans have taken their places along-side the West Texas breeders in the ranks of prize winners at the Fat Stock Shows and the Breeders Shows of Texas.

The State Fair of Texas will hold its greatest livestock show during the fifty-second annual exposition, October 5 to 20, and this institution has been signally honored by having been designated for the second successive year as the National Hereford Show.

The holding of the National Hereford Show has given an increased interest to other beef breeds, and Shorthorns, Aberdeen-Angus, Milking Shorthorns and the Red Polled classifications will hold greater shows, and more premium moneys have been offered for these breeds than ever before.

Not wanting to be outdone, the dairy animal specialists and breed clubs have stepped forward to increase the interest in their respective classifications. The Texas Jersey Cattle Club will introduce several new features in its section of the show; the National Holstein-Friesian Breeders Association has designated the State Fair of Texas as one of its regional shows for the 1940 fair, and the Guernsey breeders expect to have one of the best shows they have ever held here this fall.

State Fair officials are now busy rearranging buildings so that sufficient stall space will be available for the large number of livestock expected to be shown. More than 1,000 head of prize winning Herefords from more than half the United States, Canada, possibly Mexico

and South American countries, will be entered in the National Hereford Show.

The stupendous Livestock Show will be only one of the outstanding features of the 1940 State Fair.

Spurred on by the record-breaking attendance of the 1939 show, officials of the fair have set out to complete one of the most ambitious programs ever attempted by any fair in any country. Attendance in 1939 was 1,036,708, the largest this exposition or any state fair ever had. Officials are anxious to break this record in 1940.

The Mexican Police Tipica Orchestra will play a return engagement. Obtaining this internationally famous and outstanding musical organization at the last minute in 1939, President Harry L. Seay and other officials felt that many Texans did not know of their engagement and missed one of the musical treats of the season when they were not privileged to hear the 100-piece Mexican orchestra. Upon a visit during the winter to Mexico, President Seay made arrangements for the orchestra to return as the outstanding free attraction of the 1940 season.

Mr. Seay also obtained a commitment from the Mexican government on an exhibit from that country this year. No word has been received from Mexico yet as to what the exhibit will be, but word has been received to the effect that it will be one of the best exhibits ever sent out from that country to any exposition, including several of the recent world's Fairs.

An outstanding musical show is now being sought and one will probably be contracted for within the next few weeks.

Superintendent L. A. Woods of the State Department of Education has assured Mr. Seay that the school contests

and exhibits will be better than ever before, and from early entries in the various contests sponsored each year by this department, greater success is in the offing. Entries have already been received from more than twice the number of schools than were entered last year.

A new contest has been arranged for this year. With the growing popularity of moving picture-making, the State Fair of Texas will hold its first Movie Making Contest. Co-operating in this contest is C. R. Reagan of the Texas Visual Education Company of Austin, the State Department of Education through Deputy State Superintendent Arthur Mayberry, and the 15 state schools which are holding classes in visual education during the summer months.

There will be many other new features as well as the regular features offered each year.

"We have set our goal high," Mr. Seay said, "but we find that the State Fair of Texas is growing each year, and in order to keep this a healthy growth we have got to adopt a more ambitious program than was ever undertaken before."

"The people of Texas are giving us great co-operation. Texas A. & M. College, the Future Farmers of America, agricultural, livestock and civic leaders throughout the state join us in these plans and are helping us to execute them."

Scientists' Meeting Planned

Plans for the convention of the American Association for the Advancement of Science, which will be held in Dallas, December 27-31, 1941, were crystallized the week of June 24, when Sam Woodley, of Washington, D. C., assistant secretary of the association, visited Dallas and conferred with Convention Manager Z. E. Black, of the Chamber of Commerce.

People and Payrolls

FOR THE MONTH ending July 15 a total of eighty new concerns located in Dallas, including eleven manufacturers, thirteen wholesale establishments, twenty-four retailers, three oil companies and twenty-nine classified as miscellaneous. Among the new concerns were the following:

Manufacturers:

Arctic Ice Company, 3717 Elm Street. Ice plant.

Associated School Equipment Company, 2326 North Beckley Avenue.

I. C. Bell, Inc., Arcadia Park. Moulded rubber products for oil field use.

Cosmetics, Inc. New firm chartered by D. Blotchy and associates to manufacture cosmetics. Location not yet announced.

National Weed & Grass Exterminator Company. New firm incorporated by M. H. Barnes and others. Plant location not yet selected.

Pa-Pi-A Beverage Company, 4309 Live Oak Street. Soft drinks.

Paramount Venetian Blind Company, 511 West Davis Street. Venetian blinds.

Pergament Millinery Company, 1108 1/2 Commerce Street. Millinery.

Fuett Publishing Company, 2403 Live Oak Street. Publishers.

H. O. Starling Ice Cream Company, 1000 West Davis Street. Ice cream.

Sully Hats, Inc., 802 1/2 Commerce Street. Millinery.

Wholesalers:

Bernstein Millinery Company, 915 1/2 Main Street. Millinery.

R. W. Bradley & Company, Tower Petroleum Building. Oil field equipment.

Conmar Sales Corporation, 506 Wholesale Merchants Building. Slide fasteners. Home office, Bayonne, N. J.

R. B. Davis Memorial Company, Liberty Bank Building. Memorials.

Dura-Tron Texas Company, Liberty Bank Building. Hearing devices.

Eagle & Phenix Mills, 1209 Mercantile Bank Building. Cotton goods. Home office, Columbus, Georgia.

Hertz Advertising Company, 418 1/2 North St. Paul Street. Advertising specialties. Headquarters moved here from Joplin, Missouri. L. H. Hertz, president.

Hirsig-Frazier Company, Inc., Cotton Exchange Building. Wholesale merchandise.

W. J. Howell Advertising Company, 706 Fidelity Building. Advertising novelties.

Sam Little, 603 1/2 Main Street. Wholesale fruits.

Graphic Review of Dallas Business

Business Indices for June, 1940, compared with June, 1939

BANK CLEARINGS					
1940	\$226,286,000		+ 1.7%	MOTOR VEHICLE REGISTRATIONS	
1939	\$222,512,000			1940	1,445 + 7.03%
				1939	1,350
BANK DEBITS					
1940	\$238,522,000		- 2.8%	VALUE OF REAL ESTATE TRANSFERS	
1939	\$245,569,000			1940	\$2,412,164 - 14%
				1939	\$2,815,178
STREET RAILWAY REVENUE PASSENGERS				REAL ESTATE TRANSFERS (Number)	
1940	3,577,288		- 2.5%	1940	1,097 - 17%
1939	3,667,807			1939	1,323
INDUSTRIAL CONSUMPTION OF ELECTRIC POWER				RAIL EXPRESS SHIPMENTS (Number)	
1940	3,619,856 K.W.H.		- 2.7%	1940	154,312 - 3.6%
1939	3,721,757 K.W.H.			1939	160,183
POSTAL RECEIPTS				AIR EXPRESS SHIPMENTS (Number)	
1940	\$332,454		- 7.5%	1940	1,801 + 26.2%
1939	\$359,523			1939	1,427
TELEPHONES				PARCEL POST MAIL—Outgoing (Sacks)	
1940	97,489		+ 5.8%	1940	147,170 Sacks - 7.2%
1939	92,127			1939	158,699 Sacks
ELECTRIC METERS				POSTAL MONEY ORDERS PAID	
1940	88,661		+ 4.1%	1940	235,772 - 5.5%
1939	85,168			1939	249,604
GAS METERS				POSTAL MONEY ORDERS PAID (Dollar Volume)	
1940	84,927		+ 5.3%	1940	\$1,516,202 - 6.05%
1939	80,599			1939	\$1,613,799
WATER METERS				INDUSTRIAL CONSUMPTION OF NATURAL GAS (Thousands of Cubic Feet)	
1940	79,599		+ 4.5%	1940	372,144.6 + 9%
1939	76,171			1939	341,541.4
CONSTRUCTION CONTRACT AWARDS					
First six months of 1940 compared with first six months of 1939. F. W. Dodge Reports.					
1940	\$11,302,000		- 6.2%		
1939	\$12,059,000				

Pioneer Sales Company, 1801 Young Street. Coin-operated phonographs.

Wayne N. Pummill Company, 2403 South Harwood Street. Electrical supplies.

Petroleum:

R. H. Andrews Geophysical Service, 518 Construction Building. Geophysicists.

Tex Harvey Oil Company, 612 Great National Life Building. Oil producers. Moved to Dallas from Salem, Illinois. Arthur (Tex) Harvey, president.

V. A. Hughes & Company, 1714 Tower Petroleum Building. Oil producers. Moved to Dallas from Mount Pleasant, Texas.

Miscellaneous:

Bonded File Storage Company, 2615 Elm Street. Storage of office records and files.

Campbell, Henderson & Company, First National Bank Building. Investment service.

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- ... Your Home
- ... Your Factory

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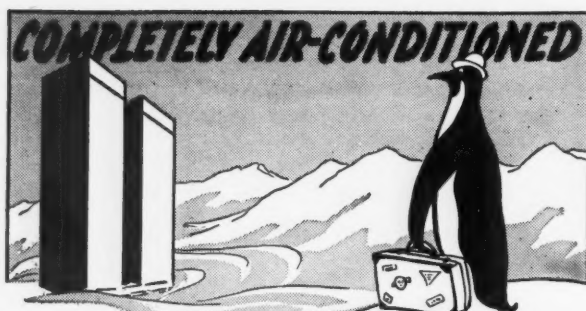
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The TEXAS STATE offers a convenient downtown location, close to offices, shops and entertainment; large, comfortable rooms; the finest meals.

Next time you're in Houston, stop at the TEXAS STATE, and you'll echo the words of the Penguin above.

TEXAS STATE HOTEL
HOUSTON

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Crofford & Crofford, 714 Southwestern Life Building. Real Estate.

Dallas Planning & Plant Service, Northwest Highway and Preston Road. Landscaping.

Dime Delivery & Messenger Service, 1638 Bryan Street. Messenger Service.

Employers Mutual Liability Insurance Co., Tower Petroleum Building. E. O. Jenkins, Branch Manager. Home Office, Wausau, Wisc.

Liberty Adjusting Co., 1316 Liberty Bank Building. Adjusters.

Phillips Adjustment Co., 904 Republic Bank Building. Adjusters.

Sky Vu Supper Club, 540 West Commerce Street. Night Club.

Employers Casualty Has Twentieth Birthday

Employers Casualty Company, a Texas stock insurance company with home offices in Dallas, observed its twentieth anniversary in July. L. W. Groves, executive vice president of the company, pointed out that in the twenty years, its capital has been increased from \$150,000 to \$500,000, and its surplus from \$37,500 to \$550,304; and that its premium income in 1939 totaled more than \$2,500,000. More than 200 men and women are employed in the Dallas home offices of the company, which also maintains sales and service offices in seventeen other Texas cities.

A group of Dallas business men organized the Employers Casualty Company July 1, 1920, with an unique plan of operation: It would sell direct, writing insurance only on preferred risks and sharing any resulting savings with its policyholders in the form of annual dividends. Mr. Groves said present dividend rates are the highest in history, amounting to 25 per cent on fire insurance, 15 per cent on automobile insurance, and 10 to 25 per cent on other lines.

The same group of Dallas business men who organized the company twenty years ago are still directing it. They include Homer R. Mitchell, chairman of the board; A. F. Allen, president; Mr. Groves, executive vice president; and E. E. Watts, vice president and treasurer.

The company's offices are in the Interurban Building in Dallas. In addition to maintaining sales-service offices in seventeen other Texas cities, Employers Casualty also operates in Oklahoma, Kansas, Missouri, Arkansas, Louisiana, Colorado, New Mexico, California, Oregon, Nevada, Wyoming, Arizona and Mississippi.

Planned Metropolis

Continued from Page 8

business men and their employees threw themselves with a will into the "Buy-a-bale" movement singly or in groups, pledging themselves to purchase a bale of cotton at approximately eight cents a pound. In 1915 representatives of the French government were in Dallas buying horses and mules for war service, and in October of the same year William Jennings Bryan, who had resigned his position as Secretary of State after the sinking of the *Lusitania*, spoke in Dallas on "The War in Europe and Its Lessons."

Culturally, an event of major importance during these years was the establishment of Southern Methodist University in the city. Efforts to secure an institution of higher learning for Dallas had been made as early as 1874, when the city sought to become the home of Austin College, then located in Huntsville. This college was finally re-located in Sherman, however, because of the distractions and moral dangers which the trustees felt might menace the students in a "big city" like Dallas. Dallas' hopes of a university were revived in 1896 when the Texas Presbyterian University was chartered here with the Rev. W. H. Claggett named as president. Owing to its prospective president's ill health and

the merger of the Presbyterian Church, U. S. A., with the Cumberland Presbyterian Church, this institution was never opened. The University of Dallas, established on paper in 1900, failed to develop beyond a school of medicine and pharmacy, which was taken over by Baylor University in 1903 to become Baylor Medical College.

Early in 1910 the question of moving Southwestern University from Georgetown to Dallas came up, and a committee formed by the Dallas Chamber of Commerce offered the trustees of that institution \$400,000 and a 50-acre site if it were re-established in Dallas, but the proposal failed. Later the five annual conferences of Methodist Episcopal Church,

South, in Texas voted in 1910 to establish a university, which Dallas won early in 1911 on the basis of competitive bids offering \$300,000 and 662½ acres within six miles of the post office. Dr. Robert S. Hyer, a distinguished physicist who is credited with having anticipated Marconi by several days in the discovery of wireless telegraphy, was selected as president of the new institution, a financial campaign extending over several years was inaugurated, and in 1914 Southern Methodist University was made the connectional institution for all the Methodist conferences west of the Mississippi. The university opened its doors in September, 1915, with an initial enrollment of 706

Continued on Page 18

Air-Conditioned BUSES for "Travel American Year"

While foreign skill is busy developing new implements of war, peaceful American craftsmen perfect luxurious highway streamliners for the thousands of American travelers heading for inviting vacationlands.

These buses will operate along Bowen Trailways routes linking Texas with California, the Rockies, with the colorful country of Arizona and Utah, St. Louis, Chicago, New York and the East.

These new buses, according to Bowen Trailways officials, are equipped with many new developments for added travel comfort. Exclusive inside under-the-seat luggage compartments provide convenient space for luggage where it is always accessible. Ordinary trips are grand sight-seeing tours.

A large dust-proof and weather-proof compartment in the rear of the bus provides ample room for baggage. A modernistic coat and parcel rack replaces the overhead coat and baggage rack.

Wider windows, of safety glass, are set in rubber. Roomier reclining seats, too are featured on the new buses.

Improved air-conditioning units in the new Bowen Trailways buses circulate pure washed and filtered air throughout the bus—a complete change of air is made every three minutes. The quieter, more powerful motor is located under the floor near the rear of the bus, greatly lowering the center of gravity.

Purchased at a cost of \$18,000.00 each, these new coaches are being placed into operation at a time when fares are the lowest in the history of the bus industry.

A complete new fleet of these coaches are now being operated between Fort Worth, Dallas and Houston, with eight schedules daily each way.



Bowen Trailways, first in Texas with Air-Conditioned bus service, has just placed another new fleet of Mainliners in service.



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Haggar Company Builds \$450,000 Plant

GROUND was broken July 15 for the new \$450,000 factory building of the Haggar Co., pants manufacturer, on Lemmon Avenue, near Mockingbird Lane. The new building will conform to the general architectural design and color scheme of the nearby Campbell-Taggart Associated Bakeries, Inc., and Coca-Cola plants, according to J. M. Haggar, president of the company.

The Haggar factory is now located in the fourth unit of the Santa Fe Terminal Building. The company is one of the largest manufacturers of men's pants in America.

Fronting 528 feet on Lemmon Avenue, the factory will extend over 300 feet in depth and contain more than 90,000 square feet of usable floor space.

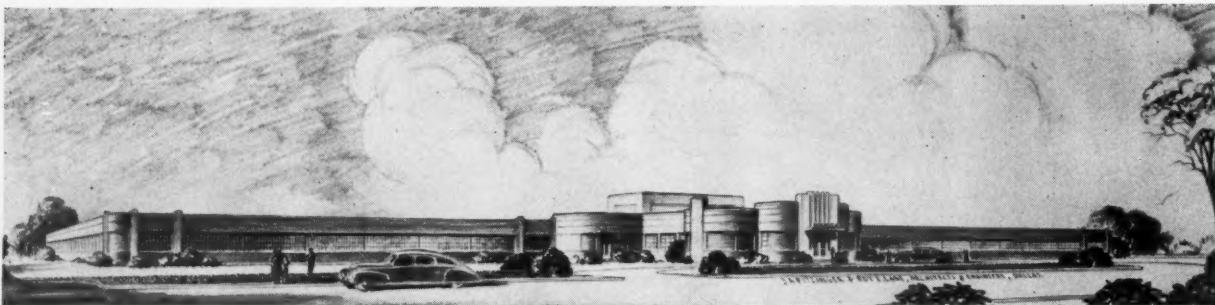
J. A. Pitzinger and Roy E. Lane, Associates, are architects, and Cowdin Bros. are general contractors.

In addition to the main factory building, development of the ten-acre site will include construction of a cafe and cafeteria for employees, watchman's cottage, garage, and other structures. The ten-acre site of the new Haggar factory adjoins the new Campbell-Taggart plant on the west, and the Campbell-Taggart plant in turn adjoins the new Coca-Cola syrup plant.

"The three new plants in harmonious design, each set back from the highway in a landscaped park, establish a new type of industrial section which we believe is an asset to Dallas," Mr. Haggar said.

"They will demonstrate the economic and psychological effect of modern industrial design, taking into consideration the effect upon the general public as well as on the efficiency and morale of the employees of the enterprises."

The exterior of the Haggar building will be of tapestry brick with cream stone trimming. The general offices of the Haggar Co. will occupy the central portion of the building, in front of the factory section. Glass brick, ornamental aluminum and stone trim will emphasize the modern industrial design of the plant. Labor saving devices and carefully studied arrangement of the various departments will insure working efficiency. The plant will be steam heated, air conditioned, and equipped with a sprinkler system.



This is the architect's drawing on the \$450,000 factory for the Haggar Co. on Lemmon Avenue near Mockingbird Lane. Work on the new plant was started July 15, by Cowdin Bros., general contractors, and is being rushed to completion. Architects are J. A. Pitzinger and Roy E. Lane, Associates.

Planned Metropolis

Continued from Page 17

students, an endowment of \$279,178 and a single building—the present Dallas Hall, standing in the midst of a bare tract of prairie land donated as a campus by Mr. and Mrs. J. S. Armstrong.

Southern Methodist University has expanded rapidly, particularly since 1920, when Bishop H. A. Boaz became its second president; with its professional and graduate schools, departmental museums, and events of general cultural interest held in McFarlin Auditorium, it has done much to establish Dallas as the leading educational, artistic, and intellectual center of North Texas. Southern Methodist University's athletic program has also brought Dallas nation-wide fame in the sports world. The "Mustangs" won the Southwestern Conference football championship in 1923, 1926, 1931 and 1935, went to New York to play Fordham University in an intersectional game in 1934, and represented the East in the California Rose Bowl game on January 1, 1936.

By 1916 "preparedness" had become the watchword of the nation and 20,000

people marched through the streets of Dallas in a parade indorsing the larger army and navy called for by President Wilson. In April of the following year, when the United States entered the World War, Dallas became an important aviation training center. It was at this time that Love Field was created and the Fair Grounds were converted into Camp Dick, where candidates for the flying corps received basic instruction in strategy and military discipline.

Some 8,000 residents of Dallas served in various branches of the armed forces of the United States during the war. Several National Guard companies whose headquarters had been in Dallas were absorbed into the 36th Division and saw service overseas in the Mont Blanc sector north of Somme Py and in the final Allied offensive of October, 1918. Companies A and E of the 117th Supply Train of the 42nd (Rainbow) Division were also largely recruited in Dallas and participated in extensive action in France. No exact figures on Dallas casualties are available, but Ray E. Scott, who was lost at sea December 17, 1917, was apparently the first local man to give his life for his

country. John W. Low was the first Dallas soldier to fall in battle, and was given a military funeral when his body was brought home in January, 1922. His body lay in state in the City Hall for several days and was interred in Greenwood Cemetery, whence it was later removed to Forest Lawn Cemetery.

On the home front the city distinguished itself by oversubscribing its quota in all three of the Liberty Loan drives, being the first city in the South to reach its assigned quota—\$7,000,000—in the Victory Loan Drive after the war's end. Like those of other American cities, its people also cheerfully undertook such voluntary sacrifices as eating bread made with wheat substitutes, and observing meatless days, cultivating war gardens, and otherwise adjusting their daily routine to the new daylight-saving time inaugurated in April, 1918. The schools were closed on exceptionally cold days to conserve fuel, and the street lights, show windows, and moving picture theaters were darkened two nights a week to save coal.

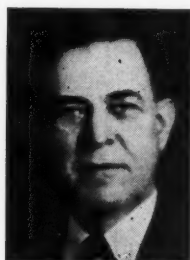
Scenes accompanying the Armistice in

Continued on Page 20

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These executives of Texas Insurance Companies will review what part insurance has and will play in the future.

SEVENTY-FIVE MILLION DOLLARS

By THEO. P. BEASLEY
President, Republic National Life Insurance Co., Dallas, Texas

Seventy-five Million Dollars is a lot of money despite the fact that we have done a lot of talking lately in billions, and it may surprise you that this vast sum—three-quarters of a hundred million dollars, in fact—was paid out to Texas policyholders and beneficiaries during 1939 by life insurance companies. Of that amount, practically fifty per cent was paid to living policyholders.

This latter fact is significant in that these millions paid out by the life insurance companies unquestionably went a long way toward relieving distress and, either directly or indirectly, kept thousands off the relief rolls.

We are hearing a great deal from time to time about pensions for old folks. Translating the figures given on life insurance payments, it is interesting to note that payments of life insurance companies to Texas policyholders in 1939 was enough to pay \$30 per month in pensions to 200,000 persons for one whole year. In other words, these payments would take care of the present pension rolls in Texas for four entire years.

Of course, these payments are not used for that purpose, but it is equally interesting to note that the amount paid out by the life insurance companies in Texas last year would build a concrete highway extending twice across the state, or pay for practically all of the skyscrapers in the state. It would pull the state of Texas out of debt and leave a sufficient amount to pay all expenses for one and one-half years besides.

Dallas and Houston nearly tied for leadership in insurance payments last year. Houston, however, led in receipts from the life companies last year with \$4,770,000. Dallas was second with \$4,715,000. San Antonio had \$3,180,000. Fort Worth received \$1,985,000 and El



THEO. P. BEASLEY

Paso \$1,349,000. Amarillo had \$757,000; Austin, \$845,000; Beaumont, \$686,000; Corpus Christi, \$716,000; Palestine, \$630,000; Sherman, \$288,000; Tyler, \$267,000; Texarkana, \$269,000; Port Arthur, \$317,000; Paris, \$362,000; Laredo, \$258,000; Waco, \$916,000; Wichita Falls, \$580,000; Galveston, \$640,000; and Abilene \$393,000.

There were scores of towns and cities in which more than \$100,000 was paid to policyholders and beneficiaries, and many other towns and cities where the amounts paid exceeded \$50,000.

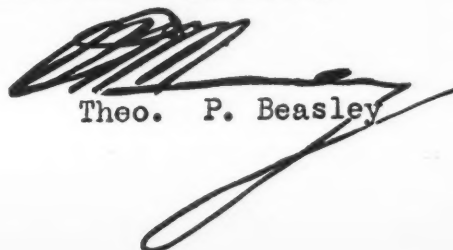
The total paid out in Texas in the past year was more than the federal government advanced in the state for all WPA projects, all CCC work, all NYA activities, and all highway building.

Life insurance is doing a great part of the economic stabilization work these days as a result of investments made by wise and thrifty people.

The total amount distributed by the life companies last year in the United States was \$3,030,006,234.

That was about as much as was appropriated by the federal government for all relief activities, including WPA, PWA, CCC, NYA, direct relief, pensions, and the administration of these things.

The figures on life insurance payments are, of course, but another indication of the way in which life insurance enters into the economic life of practically every American citizen today, making it—for Texas and for the nation—our first most important industry.


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Planned Metropolis

Continued from Page 18

1918 are still vividly remembered. The siren on top of the Adolphus Hotel screamed out the news soon after the conclusion of hostilities on November 11, and Dallasites—young and old, men, women, and children—poured into the streets to celebrate. Three days later the city witnessed the greatest parade in its history—25,000 in the line of march, red, white, and blue bunting decking the buildings along the way, and American flags carried net fashion into which coins were tossed for United War Work. The troops from overseas began returning in the spring of 1919, the first to arrive home being 500 officers and men of the 133rd Field Artillery, who detrained at the East Dallas Station and paraded through the downtown streets on March 29. There were other parades with each returning contingent throughout the spring and summer, and the city was still feeling the flush of victory when General John J. Pershing, commander of the American Expeditionary Forces, visited Dallas on February 6, 1920, and was honored by having the five points at the intersection of Commerce, Jackson, and Preston Streets renamed Pershing Square.

By way of competition with extras and screaming headlines, uniforms and draft notices, war-time restrictions and "give-till-it-hurts" appeals for funds, Dallas' attention was claimed during 1917 and 1918 by the great influenza epidemic which took its toll in the fall and winter of 1918, by prohibition and women's suffrage, which were issues agitating the whole country just prior to the ratification of the Eighteenth and Nineteenth Amendments to the Constitution in 1919, and by the "jitney war"—private automobiles which carried capacity loads of passengers over regular routes throughout the city at the cost of a "jitney" or nickel a head, offered a serious threat to the street railways, and after several ineffectual attempts at regulation, they were excluded from the streets by a municipal ordinance in July, 1918.

The influenza epidemic began late in September, 1918, and raged unabated for several months. Sentiment in Dallas County generally favored prohibition, and the county went dry September 11, 1917, nearly a year before the State as a whole. National prohibition was ratified by a large majority May 24, 1919. Women's suffrage also carried in the county by a majority of nearly two to one at the same time.

The period following the World War is almost as distinct an epoch as was Reconstruction after the Civil War, and Dallas, though it continued to make solid progress in many fields, shared all the feverish excesses of the era. Fantastic

prosperity, with bank clearings during 1919 of \$1,600,000,000, went along with equally fantastic prices. Gasoline sold for 32 cents a gallon and ice for 80 cents a hundred pounds retail; utility rates also advanced sharply, and Dallas' post-war mayor, Frank W. Wozencraft, elected while still in the army, was compelled to appoint committees to investigate widespread charges of milk and rent profiteering. Caught in the wave of social unrest that swept the country in the wake of war, Dallas experienced the most serious labor disturbance in its history—a walk-out of the linemen of the Dallas Power & Light Company, which developed into an extensive sympathy strike of all the building trades throughout North Texas, was supported by other unions, and culminated in bloodshed on June 11, 1919, when one man was killed and four wounded in a battle between strikers and company guards.

New forms of crime arose during the same period. The automobile made possible such daring daylight robberies as the looting of the Jackson Street postal substation on January 13, 1921. A little later a wave of safe-cracking or "knob-knocking," as it was called in the journalistic parlance of the era, swept the city. There was also the classic offense of the post-war era—bootlegging—to contend with throughout these years, and the revolt of "flaming youth" against the moral standards of the elder generation led to organized crusades against "petting parties" in parked cars on dark roads.

One of the most distinctive manifestations of post-war hysteria in Dallas during the early 1920's was the sudden rise and decline of the regenerated Ku Klux Klan, which flourished in the city from 1921 to 1924. The Klan emerged into the open in April, 1921, when 800 robed and masked men paraded through the downtown streets, and in July of the following year a public initiation ceremony was held before some 25,000 spectators in Fair Park. In the election of August, 1922, the Klan carried every office in Dallas County, and on October 25, 1923, when the hooded order was at the height of its influence, 5,631 men and 800 women were initiated into the "Invisible Empire" under the eyes of Imperial Wizard Hiram H. Evans. After 1923, however, owing largely to internal dissension, the Klan declined almost as precipitously as it had arisen, and ceased to be a political force in Dallas and in Texas generally after it had backed losing candidates in the gubernatorial election of 1924.

The later 1920's were marked by the opening of the second phase of city planning in Dallas—the unfolding of the comprehensive Ulrickson Plan which amplified and extended the recommendations of Kessler and is still transforming the city in 1940. It was drawn up by a com-

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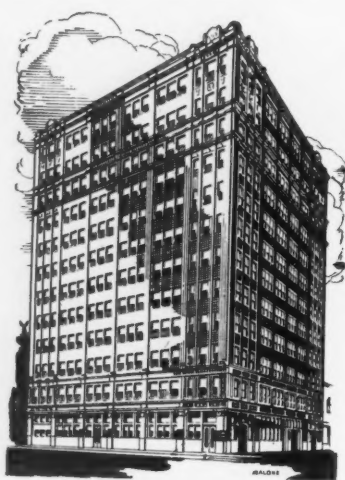
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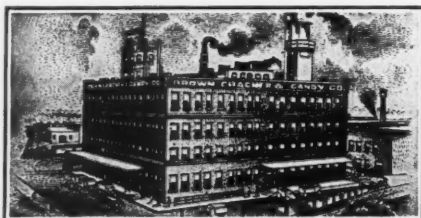


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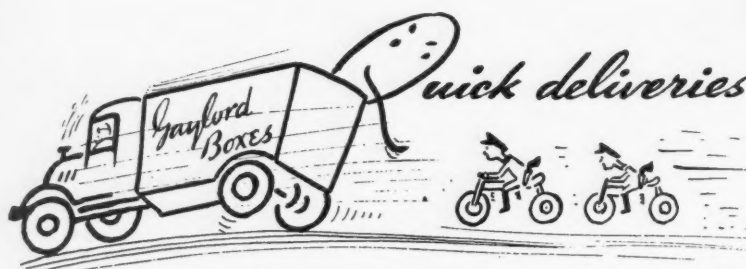


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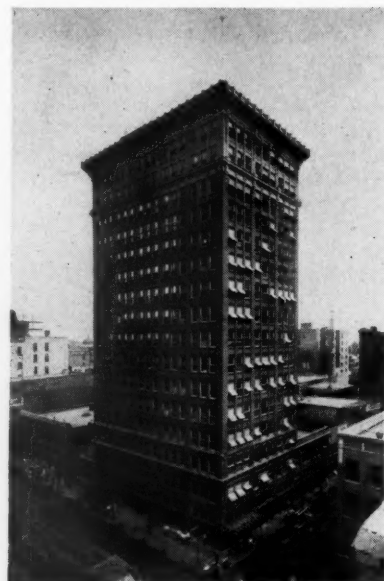


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mittee appointed in 1925 by Mayor Louis Blaylock, consisting of Charles E. Ulrickson, Alex F. Weisberg, Frank L. McNeny, Leslie A. Stemmons, and Harry A. Olmsted. The report of this committee two years later provided for a nine-year program of civic improvement, including allocations for public schools and other new buildings, street openings and widenings, parks and connecting boulevards, sanitary sewers, street paving, a new central fire station, incinerators for better garbage disposal, an Institute of Fine Arts building, a municipal auditorium, additions to the city-county hospital system, an improved water system, storm-water drainage, viaduct approaches, and a central north-south boulevard. The realization of this long-range program was provided for on December 15, 1927, by the passage of the so-called Ulrickson bond issue of \$23,900,000.



Main and Akard Streets, when the Southwestern Life Building was truly a lonely sentinel. Note the two-story building on the site of today's towering Magnolia Building.

River reclamation project involving the co-operation of the city, county, state, and railroads, and property owners in the new City and County Levee Improvement District authorized by the County Commissioners in July, 1926. A board of supervisors consisting of John J. Simmons, Leslie A. Stemmons, and W. J. Wyatt was appointed, and from their efforts emerged a co-ordinated plan under

Of this sum \$3,500,000 was allocated for storm sewers, constituting the city's contribution to an extensive Trinity which the city was obligated to provide storm sewers, the county a system of viaducts and the railroads and public utilities to spend \$5,000,000 on other improvements in the district; at the same time the property owners undertook to



Another view of the S.M.U. campus, in the days when the new hilltop university was "way out in the country."

move and straighten the river channel and build the levees necessary to reclaim the bottom lands between Dallas and Oak Cliff for industrial purposes.

Bonds issued by the county and by property owners of the district were floated in April, 1928, and ground was broken for the construction of levees before the end of the year. Thus was begun one of the most ambitious projects ever undertaken in any American city—the moving of a river into an entirely new channel. This task, requiring the removal of 21,000,000 cubic yards of dirt, about one-twelfth as much as was removed to construct the Panama Canal, was completed in 600 working days from June, 1928, to November, 1930. The construction of the concrete viaducts designed to span the realigned river proceeded at the same time, and the first of them, the Cadiz Street structure, was finished in 1932. The Corinth Street Viaduct followed in 1933, and the Lamar-McKinney Viaduct in 1934. The completion of the Commerce Street Viaduct with its three-branched arterial gateway to the heart of the city, which necessitated the moving of nineteen railroad tracks 125 feet to the westward, was delayed somewhat by the depression, but with the aid of Federal grants was finally opened in May, 1936, in time to receive Dallas' flood of Centennial guests. The once-divided city was at last welded firmly together.

Independently of the Ulrickson Plan, other far-sighted provisions for Dallas' expanding metropolitan needs were inaugurated in the later 1920's. Garza Dam, which impounded the waters of Elm Fork of the Trinity River in Denton County and created a 12,000-acre reservoir in Lake Dallas, solved the city's long-standing water problem. Death traps at dangerous intersections, and other hazards incident to steadily mounting motor car congestion were eliminated or reduced with automatic traffic control and the introduction of boulevard stop signs.

More efficient fire and police control had been instituted earlier in the decade in connection with the establishment of WRR, first municipal broadcasting station in America. An attempt was made to introduce a comprehensive zoning ordinance, but this was invalidated by the courts. A second ordinance dividing the city into six zones was adopted and sustained in 1929. The dawning era of air travel was greeted in 1927 by the purchase of Love Field and its conversion into a municipal airport.

Building and prosperity continued undiminished until the end of the decade with \$20,000,000 worth of construction work scheduled at the end of 1929. Merely a distant echo of the Wall Street crash that had occurred in October had reached Dallas, and the city's attention was occupied largely with politics. In the presidential election of 1928 Dallas, for the second time in its history, broke with the traditions of the "solid South" and gave the winning Republican candidate a majority of nearly 10,000 votes; some amusing local byplay was provided by the organization of the Royalist League of America by Richard Potts as a test of civil rights. Potts' pseudopolitical party purported to advocate Will Rogers as King of America, and sought permission for use of the City Hall auditorium for its meetings. The mayoralty race the following year was also unusually colorful, with some thirty entrants, nine of them representing one-man "parties." J. Waddy Tate, blue-shirted candidate, campaigned with soapbox speeches and hot-dog feasts, and won with a motto of the "Golden Rule and Faith in the Lord." Following his election a sharp struggle occurred between Mayor Tate and the citizens of Dallas over the inauguration of the present city-manager form of government. Despite the opposition of the mayor, however, the people of the city voted overwhelmingly to adopt the newer type of municipal government in a spe-



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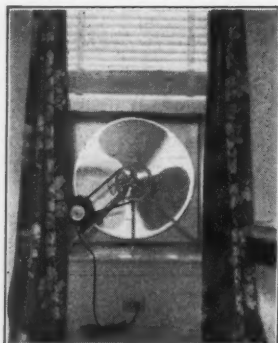
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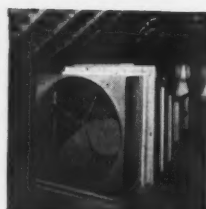


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cial charter election compelled by popular petition on October 10, 1930.

The Federal census of 1930 recorded a population of 260,475, and Dallas noted with satisfaction a growth of 64 per cent since the previous count. The spreading blight of the depression was, however, beginning to be felt, and by 1931 there were 18,500 unemployed in the city, making necessary the appointment of an emergency relief committee by the Chamber of Commerce and an appeal for \$100,000 to aid the needy. The depression years are so recent that they hardly need to be recalled in detail, but it should be noted that, as in the less severe depressions of 1893 and 1907, Dallas, sustained by diversified industries and varied sources of wealth, fared far better than most American cities of comparable size. The social welfare agencies of the city, which since 1932 had pooled their financial resources in the Community Chest, rallied promptly to meet the crisis, a local work relief program was set up as early as 1932, and Federal grants, which became available first through the Reconstruction Finance Corporation and later through the PWA and WPA, were augmented by local funds. Following the inauguration of the Works Progress Administration in the autumn of 1935, the administration of direct relief for unemployables was put on a county-wide basis by the creation of the City-County Bureau of Public Aid (now the City-County Welfare Department), supported jointly by city and county funds. A high degree of integration among various welfare agencies, public and private, was also developed, and it is on this basis that Dallas has dealt with the continuing problem of mass relief.

The city reacted vigorously to the first signs of recovery in 1933 and 1934. Through the co-operation of local business houses and a change station set up in the old abandoned City Bank, the bank holiday of March, 1933, was survived with a minimum of inconvenience, and Dallas employers co-operated wholeheartedly with the National Recovery Act, a total of over 10,000 persons being re-employed by October 1, 1933. The city, which voted heavily for repeal of National Prohibition, welcomed the arrival of 3.2 beer on September 14, 1933. The year 1934 saw the beginning of work on the \$1,000,000 Triple Underpass and other public works, and by the early months of 1935 unmistakable signs of recovery were everywhere evident. Bank deposits in January, 1935, showed an increase of \$3,500,000 since 1933, new arrivals in the city created a general shortage of dwellings, a total of 609 new businesses established themselves in the city during the first six months of the year, and a master plan for the beautification of the city's parks was adopted.

An important factor in the city's rapid

recovery from the depression was the extensive construction program incident to the transformation of the State Fair grounds for the Texas Centennial Exposition. On the basis of competitive bids Dallas was designated as the central exposition city by the Texas Centennial Commission in Austin on September 1, 1934, and business of every kind, particularly in the real estate and construction fields, reacted with a corresponding rise in employment. At the same time Dallas was publicized throughout the country as the exposition city of 1936. The Centennial Exposition, which opened June 6, 1936, and ran until November 1, 1936, brought over 10,000,000 visitors to the city, and the Pan American Exposition held the following summer an additional 2,385,000.

These expositions established Dallas as one of the leading convention centers of the United States. This was no sudden development, however, as the city had already become important in this respect before 1930. By 1926 it had attracted such gatherings as those of the Associated Traffic Clubs of America, the American Medical Association, and the American Institute of Banking. In 1928 the twentieth National Conference on City Planning met in Dallas, and in the banner prosperity year of 1929 forty-eight conventions were held here including that of the Rotary International, which, it was estimated, drew 10,000 visitors from all over the world. The publicity which the city received in 1936 and 1937 attracted renewed attention to its desirability as a location for conventions, and by the latter year it had attained third place among the convention cities of the country. In 1938 it was surpassed only by Chicago in popularity.

In 1938 widespread talk began of a "recession" following in the wake of recovery, but in Dallas except for a slight rise in unemployment, this recession in the words of the *Dallas Morning News* was "only a rumor." Nor was this merely wishful thinking; business reports in June, 1938, showed Dallas to be the only key city in the country which had not suffered a decline in trade since the preceding year. It was on the basis of these reports that Dallas has gained a name as one of the "bright spots" on the economic map of the nation.

The year 1940 finds the city congratulating itself on the official population of 293,306* just revealed by the Federal census, debating a borough plan similar to that of New York City for the inclusion of Highland Park and University Park in greater Dallas, and considering ways and means of carrying out what will be virtually the final step in its present program of city planning—the removal of the Houston & Texas Central tracks from Central Avenue and the transformation of the right of way of its

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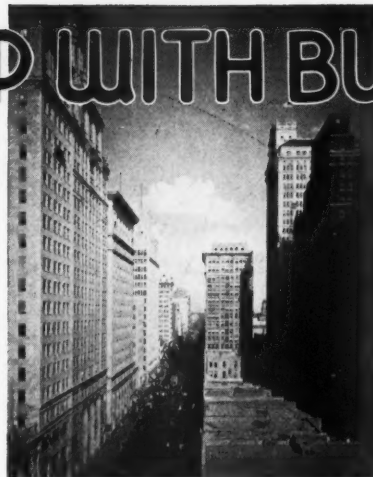


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first railroad into an arterial motor thoroughfare linking the residential sections of North and South Dallas.

In this spirit of solid satisfaction with its past growth and lively expectation of further progress in the immediate future, Dallas looks forward to its one hundredth birthday in 1941.

*The 293,306 population is only for the 46.2 square miles of incorporated area in the City of Dallas. Based upon an analysis of the census reports, the Dallas Chamber of Commerce estimates a "complete Dallas population of 360,212, including the City of Dallas, seven other adjoining but separately incorporated cities, and large unincorporated areas within the local exchange telephone service area.

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OUR NEW HOME

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2109 Live Oak at Pearl Phone 7-1126

Helping Customers



GET FULL VALUE FOR THEIR GAS DOLLAR

Lone Star Gas Company is never satisfied unless Lone Star Gas Service is doing its best for each of over 280,000 customers—from the time it enters their house pipes until it has heated the water for their baths, frozen it for their drinks, boiled it for their stew or done any of the other things natural gas can do so well—and does do well when customers' appliances are in first class condition.

This is why Lone Star has many departments whose duties are concerned wholly with customers' service and satisfaction. Among the more important of these is the Home Economics Department. It functions for the purpose of helping customers with their homemaking problems and in getting the most value out of their gas service.

Through radio programs, bulletins, pamphlets and booklets, home calls, telephone calls, demonstrations and cooking schools it makes available to Southwestern Women the latest in cooking and homemaking methods. Typical of the department's aids is the 48-page booklet on home canning containing complete instructions and recipes for all sorts of home canning. Edited by Miss Albertine Berry, Home Economics Director, the booklet was distributed among Lone Star Customers during the past few weeks.

Yes, there's more to dependable gas service than just gas wells, transmission lines and city distribution lines.



Lone Star Gas Company was one of the first natural gas companies organized in Texas. It has pioneered in the development of Texas gas reserves, in methods of transportation and distribution. It is considered one of the world's finest gas systems.

LONE STAR GAS COMPANY

PRODUCING AND DISTRIBUTING NATURAL GAS FOR FACTORY, BUSINESS AND THE HOME

THE MAN OF THE HOUR

Conventions come and go, and every few years there are "repeats."

The State Fair of Texas has gone on for 51 years, and each year brings more people to Dallas. Last year a new record was set and 1,036,708 visitors passed through the portals of this number one institution of Texas.

Harry L. Seay, retired from active business life, was elected head of this institution, and accepted the place "because there was not much to do."

However, when Harry Seay took over this non-salaried job, he found that it was a "whale of a job." The 1,036,708 visitors pointed to the hours that the new president put in, the miles he travelled, the meetings he addressed.

And so Southwest Business nominates Harry L. Seay as the Man of the Hour.

Not content to rest on the laurels of a new record, Harry L. Seay set out to beat the 1,036,708 record of 1939. With his directorate, Harry L. Seay has adopted the most ambitious program ever undertaken by any fair at any time.

In these plans, the Southwest will see the greatest livestock show ever held in these parts. This great show will be again headed by the National Hereford Show. A total of \$85,000 in premiums is listed for beef cattle, dairy cattle, hogs, sheep and goats, horses, jacks and mules and other livestock.

The greatness of the 1940 program extends to the poultry, agriculture, farm and implement machinery, textiles, hobby and to every other department of the State Fair of Texas.

Harry L. Seay is a lawyer. He came to make Dallas his home in the early part of the century. He began the practice of law with an uncle, Judge Robert B. Seay, and the first year Dallas adopted the commission form of government, Mr. Seay



began his term as police commissioner and served in this capacity for two terms. Then he later went into the insurance business as counsel for the Southland Life Insurance Co. Within a few years, Mr. Seay was president of the Southland Life Insurance Co., in which position he remained until his health forced his retirement.

Since his retirement he has regained his health, and much to the good fortune of the State Fair of Texas, he has been able to devote practically his entire time to this institution.

Mr. Seay's hobby is hunting. He is a great lover of the outdoors and has spent many months in the Rio Grande Valley, which section he was instrumental in developing. Shortly before he retired he had planned to fulfill a lifelong ambition, to hunt Kodiak Bears in Alaska, but was unable to accomplish this desire.

He loves to travel, is air-minded and makes many of his trips via air lines.

He knows his way about, and can go into any section of the state or nation and have numerous friends.

Mr. Seay says he has had more pleasure out of the State Fair job than any other he ever had, and has set his heart on breaking the 1939 record in 1940.



Current Dividend 25%

Lower selling costs through direct-writing, fewer losses due to careful selection of risks—these mean a double saving to policyholders. This saving is passed on to policyholders in the form of dividends—dividends which at present amount to 25% on fire insurance, 15% on automobile insurance, 10% to 25% on other insurance.

Automobile Financing

As an added service, the Employers Casualty Company has arranged with an associated company to finance the purchase of new automobiles at a saving over rates charged by many finance companies. If you plan to buy a car, investigate this new low-cost service.

FIRE — WINDSTORM — HAIL — PLATE GLASS — BURGLARY — AUTOMOBILE (Fire, Theft, Collision, Public Liability, Property Damage, etc.) — GENERAL PUBLIC LIABILITY — GROUP HOSPITALIZATION

Telephone 2-9331

On July 1, 1920, the EMPLOYERS CASUALTY COMPANY, a stock company with an initial capital of \$150,000, opened a home office in Dallas and began writing business in Texas. However this company was unlike other stock companies in that it chose to sell direct and insure preferred risks only, and share resulting savings with policyholders.

This idea of offering mutual company savings with all the safeguards of stock company insurance met with favor from the start. From a premium income of \$27,633 that first year to a premium income of \$2,543,525 in 1939, from assets of \$210,534 to assets of \$3,528,197, from a capital and surplus of \$187,500 to one of \$1,050,305—that is the record of the EMPLOYERS CASUALTY COMPANY, achieved in spite of the most trying business conditions.

This 20 year record is evidence of the financial stability of this Company, proof of the soundness of its plan of operation. Why don't you, like thousands of other Texans, take advantage of this safe, time-tested plan to reduce your insurance costs?

EMPLOYERS CASUALTY Co.

Home Office . . . Interurban Building . . . Dallas

OFFICES IN 18 KEY CITIES IN TEXAS

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E. E. WATTS, *Vice-President and Treasurer*

A. F. ALLEN, *President*
BEN MITCHELL, *Secretary*

L. W. GROVES, *Executive Vice-President*
C. G. WEAKLEY, *Vice-Pres. and Sales Mgr.*

